

Pick-up Poo Patrol!

Muskegon Family Care - Michigan Primary Care Association

Summary

Muskegon Family Care (MFC) offers a full range of primary care services. MFC has been working to educate the community about colorectal (CRC) screening. They have been crowned “Pick-up Patrol!” and will call patients when it’s time for screenings, send a home screening kit in the mail, and come to patients’ homes for a pick-up.

Evidence Based Interventions

MFC focused on the following EBIs:

Client Reminders:

- MFC contacts patients prior to their appointment and offers to send a home screening kit in the mail for patients to complete and bring to their next appointment. Reminders are placed in the chart for the clinic team.
- MFC ran reports of all patients who are turning 50 years old and sent them birthday cards. The cards explained that they were due for CRC screening, included educational material explaining the importance screening, and the contact information to request a home screening kit.
- In the electronic health record (EHR), the team looked for the “new patient appointment” by going back in the schedule by one week. Patients who were due would be reminded of their screening needs, or if they’ve had a screening then the EHR would be updated accordingly.

Reducing Structural Barriers:

- After a client reminder was sent out, the outreach team would see if patients made their appointment and if they turned in the kit. If not, the outreach team would offer to come out to their homes to pick it up.
- After running reports on providers they focused on the one with the highest screening rates and tried to get that provider to 100 percent.

Challenges

Some challenges included patients not returning the FIT kits or not being home at the time of pick-up. There were also no-shows for referral appointments.

Solutions

The outreach team started confirming pick-ups the night before to ensure the patient would be home at pick-up time. If that time did not work, patients could leave the kits in their mailbox or taped to their door. The gift bag could be left on the doorstep. If they were not comfortable leaving the kit they could drop it off at the office. For a missed colonoscopy, MFC would call the patient and discuss any barriers that caused them to miss their appointment.

Successes

Those who completed a screening would receive a canvas bag filled with toiletries. Patients responded well to the gift bags; the toiletries turned out to be a big help, financially, for some of the patients. Some of the kits that we collected were positive, leading to further evaluation. The client reminders have been instrumental in increasing the screening rate.

Sustaining the Success

MFC plans to do more outreach for those who have not been screened and/or need more screening. MFC would like to reduce structural barriers, such as providing transportation or offering extended hours. They will also continue the use of incentives.

Results

The CRC Uniform Data System percentage increased from 54 percent to 74 percent.

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